

## Message Text

UNCLASSIFIED

PAGE 01 TOKYO 09219 230822Z  
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 CIAE-00 INR-10 LAB-04 NSAE-00  
SP-02 STR-07 TRSE-00 FRB-01 OMB-01 /046 W  
-----085175 231250Z /43

R 230807Z MAY 78  
FM AMEMBASSY TOKYO  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 8134

UNCLAS TOKYO 09219

E.O. 11652: NA  
TAGS: BBSR, JA  
SUBJECT: PROPOSED MARKET RESEARCH ON AUDIO AND VISUAL AIDS  
EQUIPMENT IN JAPAN

REF: (A) USDOC 7280 (B) TOKYO 1213

1. REF A LISTS THE SEVEN PLANNED U.S. EXPORT DEVELOPMENT MISSIONS INCLUDING FIVE INDUSTRIAL COMMODITIES MISSIONS SCHEDULED IN JAPAN OCTOBER 2-14, 1978. AFTER CAREFUL REVIEW REGARDING AVAILABLE INFORMATION ON JAPANESE MARKET FOR THOSE INDUSTRIAL COMMODITIES, EMBASSY HAS FOUND THAT ALL THE COMMODITIES LISTED ARE COVERED BY RECENTLY COMPLETED JAPAN SECTORAL SURVEY OR OTHER COMMERCE MARKET SURVEY PROJECTS WITH THE EXCEPTION OF AUDIO AND VISUAL AIDS EQUIPMENT. NO MARKET RESEARCH IS AVAILABLE ON THIS SUBJECT AND OTHER PUBLISHED DATA AVAILABLE ELSEWHERE IS VERY SCARCE. AS EMBASSY BELIEVES THAT UP-TO-DATE INFORMATION ON THIS INDUSTRY TOGETHER WITH FORECAST IDENTIFICATION FOR U.S. EXPORT POTENTIAL AREAS WOULD BE VERY USEFUL FOR THE RELEVANT MISSION AS WELL AS OTHER U.S. BUSINESSMEN, IT IS STRONGLY RECOMMENDED THAT COMMERCE ALLOCATE FUNDS FOR A MARKET RESEARCH ON AUDIO AND VISUAL AIDS EQUIPMENT INCLUDING ADVANCED EDUCATIONAL EQUIPMENT IN JAPAN.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 TOKYO 09219 230822Z

2. EMBASSY'S COST ESTIMATE FOR THIS RESEARCH WOULD BE \$5,000 OR YEN 1,100,000 WITH MINIMUM 100 DOUBLE SPACED PAGES PLUS TRADE LISTS. AS TO THE SOURCE OF FUNDS FOR THIS RESEARCH, EMBASSY SUGGESTS COMMERCE REALLOCATE THE UNUSED FUNDS WHICH WAS ONCE ALLOCATED ON THE OPERATIONAL MARKET RESEARCH FOR LIGHT AIRCRAFT, AVIONICS, AND GROUND SUPPORT EQUIPMENT IN JAPAN, WHICH EMBASSY BELIEVES WAS CANCELLED

(SEE REF B). IMMEDIATELY UPON RECEIPT OF COMMERCE AUTHORIZATION FOR FUNDS, EMBASSY WOULD ENTER INTO NEGOTIATIONS WITH SEVERAL QUALIFIED MARKET RESEARCH FIRMS AND SELECT ONE WHO CAN MEET OUR SHORT DEADLINE AT LOWEST COSTS. EMBASSY WOULD ALSO DEVELOP RESEARCH SPECIFICATIONS ITSELF DESIGNED TO BE BEST SUITED TO THE ACTUAL MARKET SITUATIONS AND WOULD APPRECIATE ANY ASSISTANCE AND SUGGESTIONS FROM COMMERCE ON THIS MATTER. AS EMBASSY HOPES TO HAVE STUDY COMPLETED AS SOON AS POSSIBLE, PREFERABLY BY END OF JULY, COMMERCE EARLIEST REPLY WOULD BE APPRECIATED. MANSFIELD

UNCLASSIFIED

NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 23 may 1978  
**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 jan 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1978TOKYO09219  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D780217-0319  
**Format:** TEL  
**From:** TOKYO  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1978/newtext/t19780526/aaaaawht.tel  
**Line Count:** 72  
**Litigation Code IDs:**  
**Litigation Codes:**  
**Litigation History:**  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Message ID:** 41744698-c288-dd11-92da-001cc4696bcc  
**Office:** ACTION EA  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** 78 TOKYO 1213  
**Retention:** 0  
**Review Action:** RELEASED, APPROVED  
**Review Content Flags:**  
**Review Date:** 29 mar 2005  
**Review Event:**  
**Review Exemptions:** n/a  
**Review Media Identifier:**  
**Review Release Date:** N/A  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 2596233  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** PROPOSED MARKET RESEARCH ON AUDIO AND VISUAL AIDS EQUIPMENT IN JAPAN  
**TAGS:** BBSR, JA  
**To:** COM  
**Type:** TE  
**vdkgvwkey:** odbc://SAS/SAS.dbo.SAS\_Docs/41744698-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
US Department of State  
EO Systematic Review  
20 Mar 2014  
**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014